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September 19, 2007

The Honorable Edward J. Markey
Chairman, House Subcommittee on
Telecommunications and the Internet
Congress of the United States
Washington, D.C. 20515

Dear Congressman Markey,

Thank you for your letter. Our policy is to market our products primarily to adults and families, and our advertising to children under 12 via television, print, radio and internet is very limited in the United States. In the unlikely event we ever change our position on advertising to children under 12, we will commence a dialogue with BBB to discuss how we will comply with their standards. We think they make sense. We do have options for consumers seeking more nutritious alternatives, such as the Fresco line of products at Taco Bell (27 items under ten grams of fat), and Tender Roast chicken at KFC. Last year we also took trans fat out of all of our core menu products (including the oil used for frying at KFC and Taco Bell), and we're working with our suppliers to take trans fat out from the very few remaining non-core products that still contain them (we're hopeful this will be completed within the year). We're also hard at work to find ways to reduce sodium while maintaining taste.

Nutrition information on our products is readily available to all consumers on our websites and in our restaurants via brochures and nutrition posters.

I hope this answers your questions. Thank you for your leadership on this important issue.

Best regards,

A handwritten signature in black ink, appearing to read "D. Novak".

David C. Novak

